

THUMBS UP! NAIL A STYLISH YET ECO-FRIENDLY SPRING2014

Ever since a professor from my “Fashion Forecasting” class told that we’d pretty much anticipate any fashion trend, especially color(s) of the season/the year, through instant color changes on nails, I started paying attention to what’s really going on with bottles of captivating hues as beauty essentials and fell in love with the fun game of nail polishes every season.



As a patron for “nail polish is crucial to better accessorizing the look”, I’ve long held a dogma that natural nail polishes might often be equipped with weak pigments, limited color choices, and chip-prone formulas. Not until I began to dig into this colorful arena, I came across quite many eco-minded brands which not only offer a variety of awesome colors but finishes to tease any lacquer-lover’s fantasy.

I’m pleased to introduce my 3 favorite eco-friendly nail polish brands that enable to set worries rest while painting your nails like an artist! To top it off, they are fashion-conscious to keep you all up with the frenetic pace of fashion world.

1. [PRITINYC](#)

As PRITINYC’s slogan claims, “Every bottle is hand poured with love”, as you further delve into this lovely, NYC-made brand, it’s hardly you wouldn’t be hooked up and touched by its sweet, laidback vibes conveyed directly from those delicate bottles with pretty, soothing shades aimed for everyday bliss. All products are “[5-free](#)” (free of toluene,



dibutyl phthalate, formaldehyde, formaldehyde resin, and camphor – all known carcinogenic ingredients) and ready to rock this spring with special love from Palm Beach, Florida!



Among all cleverly-named mini collections, **“THE PRITI PRINCESS COLLECTION”** *Designed by a princess for a princess* is my favorite. The collection is molded by the creative director, Siena at the helm of this fairy tale like brand and dedicated to every girl with a darling princess inside her heart hoping to shine bright with all those romancing glitters.



2. [butter LONDON](#)

butter LONDON is no stranger to the fashion crowd since it has long taken center stage of New York Fashion Week by working with designers, such as Victoria Beckham, Milly New York, Betsey Johnson, Calvin Klein, Prabal Gurung, to name a few. I personally think this has to be one of the coolest nail companies out there! With Butter London's massive array of vibrant and eye-catching colors for selection, you're entitled to adding more unique, glamorous and whimsical flairs to fashion style anytime. And of course all nail lacquers from butter London are non-toxic and completely "[3-free](#)," so they're formulated without formaldehyde, toluene, DPB, or parabens.



To kick off a new season, I opt for **Jaded Jack**, **Trifle** from the Boho Rock Collection, and **Molly Coddled** reflecting the pantone color of the year 2014, Radiant Orchid.

3. [JINSoon](#):

Crowned the "Nail Guru" by The New York Times Magazine, Jin Soon Choi is one of the most influential nail artists in the industry. The eponymous nail collection, JINSoon, was debuted in 2012 and is free (of harsh chemicals) and formulated with high-tech polymers and resins that ensure long wear and a shiny finish. The range of shades like her A-lister clients (including stars, models, top editors, photographers, etc.) are all about modern sophisticated, quirky chic, and refined edgy. Also the way Jin Soon names those beautiful bottles with names by models she regularly works with is adorable.

For first-time shopping with JINSoon, I highly recommend *Quintessential Collection* with 6 timeless, classy shades perfectly working for your wardrobe all year around. **Nostalgia** from the collection is also "Allure Magazine Best of Beauty Award" winner.



Last but not least, here is the cheat sheet to nail some simple techniques to well incorporate a nail polish color into the style everyone would be swooned over. If it's for a printed look, go with any color from that major prints spectrum in a lighter or darker scale. The goal here is to create a color harmony but not too discernible to

steal the spotlight from key colors on the garment.



However, if the outfit is more minimal or comes with only 1 or 2 color palettes, try pique exactly the same hue highlighted there or pair it with the complimentary color would best dramatize the total look by forming a sharp or interesting contrast. Aside from that, all colors fit into “nude” genre can be universally applied to nearly any style and look.

